

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (currently amended): A double-sided pressure-sensitive adhesive tape which is for use in fixing a liquid-crystal display module unit to a backlight unit, and which has light-reflective properties and light-shutting properties, said double-sided pressure-sensitive adhesive tape comprises comprising a substrate and a pressure-sensitive adhesive layer disposed as an outermost layer on both sides of the substrate,

wherein the substrate comprises colored layers comprising a white layer, a silver layer ~~a layer of a color other than white and black~~, and a black layer which are superposed in this order.

Claims 2-8 (canceled).

9. (previously presented): A double-sided pressure-sensitive adhesive tape substrate which comprises colored layers comprising a white layer, a layer of a color other than white and black, and a black layer which are superposed in this order, the substrate being for use in the double-sided pressure-sensitive adhesive tape of claim 1.

10. (previously presented): The double-sided pressure-sensitive adhesive tape as claimed in claim 15, wherein the supporting substrate is a transparent substrate film.

11. (previously presented): The double-sided pressure-sensitive adhesive tape as claimed in claim 15, wherein the supporting substrate is a white substrate film.

12. (previously presented): The double-sided pressure-sensitive adhesive tape as claimed in claim 1, wherein the layer of a color other than white and black is a silver layer.

13. (previously presented): The double-sided pressure-sensitive adhesive tape as claimed in claim 1, which is for use in fixing a liquid-crystal display module unit to a backlight unit.

14. (previously presented): A liquid-crystal display comprising a liquid-crystal display module unit and a backlight unit, wherein the display module unit and the backlight unit being fixed to each other with the double-sided pressure-sensitive adhesive tape of claim 1.

15. (currently amended): The double-sided pressure-sensitive adhesive tape as claimed in claim 1, wherein the substrate further comprises a supporting substrate and ~~colored layers, wherein~~ the colored layers being a white layer, a layer of a color other than white and black, and a black layer which are superposed in this order the supporting substrate side.

16. (currently amended): The double-sided pressure-sensitive adhesive tape as claimed in claim 1, wherein the substrate further comprises a supporting substrate ~~and colored layers~~, the supporting substrate being a white substrate film and the colored layers being of a color other than white and black and a black layer which are superposed in this order the white substrate film side.

17. (new): A double-sided pressure-sensitive adhesive tape affixed to a liquid-crystal display module unit, comprising the liquid-crystal display module unit and the double-sided pressure-sensitive adhesive tape comprising a pressure-sensitive adhesive layer disposed as an outermost layer on both sides of a substrate,

wherein the substrate comprises colored layers comprising a white layer, a layer of a color other than white and black, and a black layer which are superposed in this order, and

wherein the liquid-crystal display module unit is affixed to the double-sided pressure-sensitive adhesive tape.

18. (new): The double-sided pressure sensitive adhesive tape of claim 17, wherein the layer of a color other than white and black is a silver layer.